

This listing of claims will replace all prior versions, and listings, of claims in the application.

Applicant submits this amendment in response to August 11, 2004 office action (paper no. 11). Please amend independent claims 1, 22, 42, 57, and 70 as set forth below.

Listing of Claims:

1. (Currently Amended) An information conveying system, comprising:
an electroluminescent floor display, comprising an adhesive for adhering the display to a floor;
at least one motion sensor;
a memory comprising instructions for illuminating the electroluminescent display; and
a controller, that is in electrical connection with the display, the sensor and the memory and that reads the memory and activates the electroluminescent display in response to a signal from the sensor.
2. (Original) The information conveying system of claim 1, wherein the at least one motion sensor senses motion proximal to the display.
3. (Original) The information conveying system of claim 1, wherein the electroluminescent display comprise a plurality of electroluminescent lamps which are each connected to the controller so that the controller can illuminate them individually.
4. (Original) The information conveying system of claim 1, further comprising a direct current power source that powers the controller.
5. (Original) The information conveying system of claim 1, wherein the memory instructions further comprise instructions for illuminating the electroluminescent display in a sequential pattern that creates an animated affect.

6. (Original) The information conveying system of claim 1, wherein the memory instructions further comprise instructions for instructing the controller to illuminate the display in a first pattern and a second pattern.

7. (Original) The information conveying system of claim 6, wherein (i) the controller illuminates the display according to the first pattern when the sensor does not sense motion; and (ii) the controller illuminates the display according to the second pattern when the sensor senses motion and sends the signal to the controller.

8. (Original) The information conveying system of claim 6, wherein (i) the system further comprises an interface switch which is coupled to the controller and which when activated sends an interface signal to the controller; and (ii) wherein the memory instructions further comprise instructions for illuminating the display in a third pattern.

9. (Original) The information conveying system of claim 8, wherein the controller executes the memory instructions to illuminate the display in the third pattern when the interface switch is activated and the interface signal is sent to the controller.

10. (Original) The information conveying system of claim 1, further comprising a speaker for broadcasting sounds which is in electrical communication with the controller and wherein the memory further comprises sound instructions for broadcasting a first sound.

11. (Original) The information conveying system of claim 10, wherein the controller reads the memory sound instructions and activates the speaker to broadcast the first sound in response to a signal from the sensor.

12. (Original) The information conveying system of claim 11, wherein the memory sound instructions further comprise instructions for broadcasting a second sound

from the speaker and the controller reads the memory and activates the speaker to broadcast the second sound when the sensor does not sense motion.

13. (Original) The information conveying system of claim 12, wherein (i) the system further comprises an interface switch which is coupled to the controller and which when activated sends an interface signal to the controller; and (ii) wherein the memory sound instructions further comprise instructions for broadcasting the third sound from the speaker.

14. (Original) The information conveying system of claim 13, wherein the controller executes the memory instructions to broadcast the third sound when the interface switch is activated and the interface signal is sent to the controller.

15. (Original) The information conveying system of claim 1, further comprising an aromatic unit in electrical communication with the controller and wherein the memory further comprises aromatic instructions for emitting the first aroma from the aromatic unit.

16. (Original) The information conveying system of claim 15, wherein the controller reads the aromatic instructions and activates the aromatic unit to emit the first aroma in response to a signal from the sensor.

17. (Original) The information conveying system of claim 16, wherein the memory aromatic instructions further comprise instructions for emitting a second aroma from the aromatic unit and the controller reads the memory and activates the aromatic unit to emit the second aroma when the sensor does not sense motion.

18. (Original) The information conveying system of claim 17, wherein (i) the system further comprises an interface switch which is coupled to the controller and which when activated sends an interface signal to the controller; and (ii) wherein the memory

aromatic instructions further comprise instructions for emitting a third aroma from the aromatic unit.

19. (Original) The information conveying system of claim 18, wherein the controller executes the memory instructions to emit the third aroma when the interface switch is activated and the interface signal is sent to the controller.

20. (Original) The information conveying system of claim 1, further comprising an input device which is in electrical communication with the controller and wherein instructions for illuminating the display can be changed by inputting instructions with the input device.

21. (Original) The information conveying system of claim 20, wherein the input device is a wireless device.

22. (Currently Amended) An information conveying system, comprising:
an electroluminescent floor display, comprising an adhesive for adhering the display to a floor;
a motion sensor;
a memory comprising a first set of display instructions for illuminating the display in a first pattern and a second set of display instructions for illuminating the display in a second pattern; and
a controller comprising (i) an attract mode in which the controller communicates with the memory to execute the first set of display instructions and illuminate the display in the first pattern; and (ii) an audience mode in which the controller communicates with the memory to execute the second set of display instructions and

illuminate the electroluminescent display in the second pattern in response to a signal from the motion sensor.

23. (Original) The information conveying system of claim 22, wherein the at least one motion sensor senses motion in an area proximal to the display.

24. (Original) The information conveying system of claim 22, wherein the electroluminescent display comprise a plurality of electroluminescent lamps which are each connected to the controller so that the controller can illuminate them individually.

25. (Original) The information conveying system of claim 22, further comprising a direct current power source that powers the controller.

26. (Original) The information conveying system of claim 22, wherein the second set of memory instructions comprises instructions for illuminating the electroluminescent display in a sequential pattern that creates an animated affect.

27. (Original) The information conveying system of claim 22, wherein the system further comprises (i) an interface switch which is coupled to the controller and which when activated sends an interface signal to the controller; and (ii) the memory further comprises a third set of instructions for illuminating the display in a third pattern.

28. (Original) The information conveying system of claim 27, wherein the controller further comprises a response mode in which the controller executes the third set of instructions to illuminate the display according to the third pattern when the interface switch is activated and the interface signal is sent to the controller.

29. (Original) The information conveying system of claim 28, wherein the interface switch is a touch switch.

30. (Original) The information conveying system of claim 22, further comprising a speaker for broadcasting sounds which is in electrical communication with the controller and wherein the memory further comprises a first set of sound instructions for broadcasting a first sound.

31. (Original) The information conveying system of claim 30, wherein the controller executes the first set of sound instructions and activates the speaker to broadcast the first sound when the controller is in the attract mode.

32. (Original) The information conveying system of claim 31, wherein the memory further comprises a second set of sound instructions for broadcasting a second sound from the speaker and the controller reads the memory and activates the speaker to broadcast the second sound when the controller is in the audience mode.

33. (Original) The information conveying system of claim 32, wherein (i) the system further comprises an interface switch which is coupled to the controller and which when activated sends an interface signal to the controller; and (ii) wherein the memory further comprise a third set of sound instructions for broadcasting a third sound from the speaker.

34. (Original) The information conveying system of claim 33, wherein the controller executes the third set of memory instructions to broadcast the third sound from the speaker when the controller is in the response mode.

35. (Original) The information conveying system of claim 22, further comprising an aromatic unit in electrical communication with the controller and wherein the memory further comprises a first set of aromatic instructions for emitting a first aroma from the aromatic unit.

36. (Original) The information conveying system of claim 35, wherein the controller reads the first set of aromatic instructions and activates the aromatic unit to emit the first aroma when the controller is in the attract mode.

37. (Original) The information conveying system of claim 36, wherein the memory further comprises a second set of aromatic instructions for emitting a second aroma from the aromatic unit and the controller executes the second set of aromatic instructions and activates the aromatic unit to emit the second aroma when the controller is in the audience mode.

38. (Original) The information conveying system of claim 37, wherein (i) the system further comprises an interface switch which is coupled to the controller and which when activated sends an interface signal to the controller; and (ii) wherein the memory further comprises aromatic instructions for emitting a third aroma from the aromatic unit.

39. (Original) The information conveying system of claim 38, wherein the controller executes the memory instructions to emit the third aroma when the interface switch is activated and the interface signal is sent to the controller.

40. (Original) The information conveying system of claim 22, further comprising an input device which is in electrical communication with the controller and wherein instructions for illuminating the display can be changed by inputting instructions with the input device.

41. (Original) The information conveying system of claim 40, wherein the input device is a wireless device.

42. (Currently Amended) A method of conveying information, comprising:

illuminating an electroluminescent floor display, comprising an adhesive for adhering the display to a floor; according to a first pattern;

sensing motion; and

illuminating the display according to a second pattern when motion is sensed.

43. (Original) The method of claim 42, wherein sensing motion comprises sensing motion in an area proximal to the display.

44. (Original) The method of claim 42, wherein illuminating the display according to the second pattern comprises illuminating the display to create an animated effect.

45. (Original) The method of claim 42, further comprising sensing that the motion has stopped.

46. (Original) The method of claim 45, further comprising illuminating the display according to the first pattern after sensing that the motion has stopped.

47. (Original) The method of claim 42, further comprising receiving an interface signal from an interface switch.

48. (Original) The method of claim 47, further comprising illuminating the display according to a third pattern after receiving the interface signal.

49. (Original) The method of claim 42, further comprising broadcasting a first sound through a speaker.

50. (Original) The method of claim 49, wherein broadcasting the first sound comprises broadcasting the first sound when no motion is sensed and wherein the method further comprises broadcasting a second sound from the speaker when motion is sensed.

51. (Original) The method of claim 50, further comprising receiving an interface signal from an interface switch and broadcasting a third sound after receiver the interface signal.

52. (Original) The method of claim 42, further comprising emitting a first aroma from an aromatic unit.

53. (Original) The method of claim 52, wherein emitting the first aroma comprises emitting the first aroma when no motion is sensed and wherein the method further comprises emitting a second aroma from the aromatic unit when motion is sensed.

54. (Original) The method of claim 53, further comprising receiving an interface signal from an interface switch and broadcasting a third aroma after receiver the interface signal.

55. (Original) The method of claim 42, further comprising inputting instructions for illuminating the display to a system that controls the illumination of the display.

56. (Original) The method of claim 55, wherein inputting instructions further comprises inputting the instructions with a wireless device.

57. (Currently Amended) A method of conveying information, comprising:
illuminating an electroluminescent display an electroluminescent floor display,
comprising an adhesive for adhering the display to a floor, according to a first pattern;
sensing motion;
illuminating the display according to a second pattern when motion is sensed;
and
receiving an interface signal; and

illuminating the display according to a third pattern after receiving the interface signal.

58. (Original) The method of claim 57, wherein sensing motion comprises sensing motion in an area proximal to the display.

59. (Original) The method of claim 57, wherein illuminating the display according to a second pattern comprises illuminating the display to create an animated effect.

60. (Original) The method of claim 57, further comprising sensing that the motion has stopped.

61. (Original) The method of claim 60, further comprising illuminating the display according to the first pattern after sensing that the motion has stopped.

62. (Original) The method of claim 60, further comprising broadcasting a first sound through a speaker.

63. (Original) The method of claim 62, wherein broadcasting the first sound comprises broadcasting the first sound when no motion is sensed and wherein the method further comprises broadcasting a second sound from the speaker when motion is sensed.

64. (Original) The method of claim 63, further comprising broadcasting a third sound after receiver the interface signal.

65. (Original) The method of claim 60, further comprising emitting a first aroma through an aromatic unit.

66. (Original) The method of claim 65, wherein emitting the first aroma comprises emitting the first aroma when no motion is sensed and wherein the method further comprises emitting a second aroma from the aromatic unit when motion is sensed.

67. (Original) The method of claim 66, further comprising emitting a third aroma after receiver the interface signal.

68. (Original) The method of claim 60, further comprising inputting instructions for illuminating the display to a system that controls the illumination of the display.

69. (Original) The method of claim 68, wherein inputting instructions further comprises inputting the instructions with a wireless device.

70. (Currently Amended) An system for conveying information, comprising:
an electroluminescent display an electroluminescent floor display, comprising
an adhesive for adhering the display to a floor;

a speaker;

at least one motion sensor;

a memory comprising instructions for illuminating the electroluminescent display and for creating a sound to be broadcast by the speaker; and

a controller, that is in electrical connection with the display, the speaker, the sensor and the memory, the controller executing the memory instructions in response to a motion sensed signal from the sensor to illuminate a first pattern on the electroluminescent display and to broadcast a first sound through the speaker in response to the signal.

71. (Original) The system of claim 70, further comprising an aromatic unit and wherein the memory further comprises instructions for emitting an aroma from the aromatic unit and the controller activates the aromatic unit to emit an aroma from the aromatic unit.

72. (Original) The system of claim 71, further comprising an interface unit which is in electrical communication with the controller and wherein the controller executes the memory instructions in response to a signal from the interface unit to illuminate a second pattern on the electroluminescent display and to broadcast a first sound through the speaker in response to the signal.

73. (Original) The system of claim 70, further comprising an input device which is electrical communication with the controller, the input device being for inputting new memory instructions which can be stored in the memory.

74. (Withdrawn) A self contained electroluminescent floor display, comprising:
a plurality of electroluminescent lamps that can be illuminated; and
a direct current power source mounted within the display and electrically connected to the electroluminescent display to power the electroluminescent display.

75. (Withdrawn) The floor display of claim 74, further comprising a controller that is powered by the power source and controls the illumination of the lamps.

76. (Withdrawn) The floor display of claim 74, further comprising a memory that is electrically coupled to the power source and the lamps and that comprises instructions for illuminating the electroluminescent lamps.

77. (Withdrawn) The floor display of claim 74, further comprising a sensor for sensing motion that is electrically coupled to the power source and the lamps.

78. (Withdrawn) The floor display of claim 77, further comprising a memory that is electrically coupled to the power source and the lamps and that comprises instructions for illuminating the electroluminescent lamps.

79. (Withdrawn) The floor display of claim 78, further comprising a controller, that is in electrical connection with the power source, the lamps, the sensor and the memory and that reads the memory and activates the electroluminescent lamps in response to a signal from the sensor.

80. (Withdrawn) A self contained electroluminescent floor display, comprising:
a plurality of electroluminescent lamps; and
a controller that is electrically coupled to the lamps and that controls the illumination of the lamps.

81. (Withdrawn) The floor display of claim 80, further comprising a direct current power source disposed within the display that powers the lamps and the controller.

82. (Withdrawn) The floor display of claim 80, further comprising a memory that is electrically coupled to the controller and the lamps and that has instructions for illuminating the lamps which the controller executes.

83. (Withdrawn) The floor display of claim 80, further comprising a sensor that is electrically coupled to the power source and the controller and that senses motion proximal to the display.

84. (Withdrawn) The floor display of claim 83, further comprising a memory that is electrically coupled to the controller, the sensor and the lamps and that has instructions for illuminating the lamps which the controller executes in response to the sensor sensing motion.

85. (Withdrawn) A self contained electroluminescent floor display, comprising:
an electroluminescent lamp section that comprises at least one layer of electroluminescent lamps; and

a laminate section coupled to the electroluminescent lamp section that provides a stable backing for the display.

86. (Withdrawn) The floor display of claim 85, wherein the electroluminescent lamp layer further comprises a stabilization layer.

87. (Withdrawn) The floor display of claim 85, wherein the laminate section comprises at least one polyester layer.

88. (Withdrawn) The floor display of claim 85, further comprising a graphic section that is coupled to the electroluminescent section.

89. (Withdrawn) The floor display of claim 88, wherein the graphic section further comprises a printed graphic.

90. (Withdrawn) The floor display of claim 89, wherein the graphic section further comprises a printable substrate on which the graphic is printed.

91. (Withdrawn) The floor display of claim 85, wherein the at least one layer of electroluminescent lamps comprises a printed electroluminescent lamp layer.

92. (Withdrawn) The floor display of claim 91, wherein the electroluminescent lamp section further comprises an insulating layer.

93. (Withdrawn) The floor display of claim 92, wherein the electroluminescent lamp section further comprises encapsulated phosphor.

94. (Withdrawn) A self contained electroluminescent floor display, comprising:
a graphic section;
an electroluminescent lamp section that is coupled to the graphic section and that comprises at least one layer of electroluminescent lamps; and

a laminate section coupled to the electroluminescent lamp section that provides a stable backing for the display.

95. (Withdrawn) The floor display of claim 94, wherein the electroluminescent lamp layer further comprises a stabilization layer.

96. (Withdrawn) The floor display of claim 94, wherein the laminate section comprises at least one polyester layer.

97. (Withdrawn) The floor display of claim 94, wherein the graphic section further comprises a printed graphic.

98. (Withdrawn) The floor display of claim 97, wherein the graphic section further comprises a printable substrate on which the graphic is printed.

99. (Withdrawn) The floor display of claim 94, wherein the electroluminescent lamp section further comprises an insulating layer.

100. (Withdrawn) The floor display of claim 94, wherein the electroluminescent lamp section further comprises encapsulated phosphor.

101. (Withdrawn) A self contained electroluminescent floor display, comprising:
a graphic section comprising a printable substrate on which a graphic is printed;

an electroluminescent lamp section that is coupled to the graphic section and that comprises at least one layer of electroluminescent lamps that are printed in a pattern; and

a laminate section coupled to the electroluminescent lamp section that provides a stable backing for the display.

102. (Withdrawn) The floor display of claim 101, wherein the electroluminescent lamp section further comprises an insulating layer.

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103. (Withdrawn) The floor display of claim 101, wherein the electroluminescent lamp section further comprises encapsulated phosphor.